

DUTY STATEMENT

Employee Name:	Position Number: 580-520-4800-909
Classification: Staff Services Manager I	Tenure/Time Base: Permanent/Full-Time
Working Title: Chief, Outreach and Communications	Work Location: 1615 Capitol Avenue, Sacramento 95814
Collective Bargaining Unit: S01	Position Eligible for Telework (Yes/No): Yes
Center/Office/Division: Center for Family Health/Maternal Child and Adolescent Health Division	Branch/Section/Unit: Outreach and Communication Unit

All employees shall possess the general qualifications, as described in California Code of Regulations Title 2, Section 172, which include, but are not limited to integrity, honesty, dependability, thoroughness, accuracy, good judgment, initiative, resourcefulness, and the ability to work cooperatively with others.

This position requires the incumbent to maintain consistent and regular attendance; communicate effectively (orally and in writing) in dealing with the public and/or other employees; develop and maintain knowledge and skill related to specific tasks, methodologies, materials, tools, and equipment; complete assignments in a timely and efficient manner; and adhere to departmental policies and procedures.

All California Department of Public Health (CDPH) employees perform work that is of the utmost importance, where each employee is important in supporting and promoting an environment of equity, diversity, and inclusivity, essential to the delivery of the department's mission. All employees are valued and should understand that their contributions and the contributions of their team members derive from different cultures, backgrounds, and life experiences, supporting innovations in public health services and programs for California.

Competencies

The competencies required for this position are found on the classification specification for the classification noted above. Classification specifications are located on the [California Department of Human Resource's Job Descriptions webpage](#).

Job Summary

This position supports the California Department of Public Health's (CDPH) mission and strategic plan by promoting health and wellness through the development of key public health messages; by mobilizing partnerships within and outside the Department to strengthen collective impact; and enhancing services through agile operations by tailoring our messaging practices to best meet the communities we serve.

The incumbent works under the general direction of the Maternal Child and Adolescent Health (MCAH) Assistant Division Chief. The Staff Services Manager I (SSM I) is responsible for the overall management, coordination and integration of outreach and education activities for the MCAH Division. The SSM I will supervise the Outreach and Communications team and evaluates all aspects of this

unit. The SSM I assist MCAH with developing the Division's external and internal communication and health education outreach strategies. Performance of these duties involves interaction with a broad range of branch managers, specialized program managers, and external constituencies representing a range of MCAH interests. The SSM I will also be responsible for coordinating with other units to ensure efforts relating to data products, communication toolkits, and health education are widely disseminated to a variety of MCAH external and internal partners.

Special Requirements

- ☒ Conflict of Interest (COI)
- ☐ Background Check and/or Fingerprinting Clearance
- ☐ Medical Clearance
- ☒ Travel: 5% in and out of state
- ☐ Bilingual: Pass a State written and/or verbal proficiency exam in
- ☐ License/Certification:
- ☐ Other:

Essential Functions (including percentage of time)

- 40% Supervises Outreach and Communication staff and oversees workload of the unit. Performs routine supervisory and administrative responsibilities such as hiring/recruitment, time reporting, completes probation reports and annual performance appraisals, address disciplinary issues as needed, provides feedback for personal improvements and development/training for Unit staff. Reviews completed assignments for thoroughness, accuracy, targeted messaging, and branding standards. Directs staff responsible for gathering, developing, and disseminating information pertaining to MCAH programs and efforts to improve the health and well-being of California's women, children, and families. Reviews all MCAH documents to ensure they adhere to the MCAH Style Guide, are correctly branded, and are ADA compliant.
- 30% Oversees and directs the development and production of the MCAH Statewide Update newsletter, the Division's issue briefs, data briefs, the program profiles, fact sheets, consumer education and informational materials, such as flyers, pamphlets, videos, and other publications. Oversees the Division's social media platforms, website, and digital storytelling projects that target MCAH populations and partner programs. Oversees the development and oversight of the branding standards of the Division.
- 15% Coordinates, inputs, and oversees media requests from the Office of Communications, copyright permissions, and other stakeholder requests for information.
- 10% Develops and executes an annual Strategic Communications Plan that promotes the work of the MCAH and increases the visibility of MCAH priorities, consumer awareness, educational outreach, scientific research findings and programmatic activities. Serves on center-wide and department-wide workgroups and provides leadership regarding communications and strategic marketing and outreach strategies for the key populations discussed in these workgroups.

Marginal Functions (including percentage of time)

5% Performs other job-related duties as required and travel to and from conferences.

☐ I certify this duty statement represents an accurate description of the essential functions of this position. I have discussed the duties and have provided a copy of this duty statement to the employee named above.

☐ I have read and understand the duties and requirements listed above and am able to perform these duties with or without reasonable accommodation. (If you believe reasonable accommodation may be necessary, or if unsure of a need for reasonable accommodation, inform the hiring supervisor.)

Supervisor's Name:	Date	Employee's Name:	Date
Supervisor's Signature	Date	Employee's Signature	Date

HRD Use Only:

Approved By: AG

Date: October 22, 2024.